



2000-
2001

CALIFORNIA MAIN STREET Application for Certification

Welcome to the 2000-2001 application for certification as a California Main Street Community. California Main Street's mission is to build strong community-based organizations in diverse towns and neighborhoods that enhance the economic, social, cultural and environmental well being of California's traditional commercial districts.

A Certified California Main Street Community makes a long-term commitment to pursue and achieve excellence in the comprehensive revitalization of its downtown or neighborhood commercial district. It uses a collaborative model of governance to bring together all who have a stake in the revitalization process. It pursues a healthy and productive small business environment. It generates jobs and develops businesses. It enhances the region's tourism potential. It beautifies the physical environment. It improves the local economy. It trains existing and future leaders in a wealth of leadership skills. It serves as an inspiration to communities throughout the state and the country.

Introduction

What happened to Main Street? Main Street's problems stem from profound changes in the retailing industry over the past four decades—changes that are the result of transportation and land use decisions as well as an unprecedented boom in commercial overbuilding. Dramatic suburban commercial growth and the development of major discount retailers on the periphery of communities have drawn customers and investors away from the central business district. A vast oversupply of retail space in general has undermined Main Street's traditional role as a retail center. Tremendous stocks of high-quality historic commercial buildings need financing to make them safer in earthquakes. Local permit processes need revamping to encourage entrepreneurial investment in building rehabilitations and business ventures. Outmoded business practices of long-term merchants and inexperience of new small business owners have constrained traditional business districts from reaching their full market potential.

The California Economic Strategy Panel found that 'quality of life' is the key public policy area affecting the capacity and prospects of California's businesses to prosper and the economy to grow. A thriving downtown or neighborhood commercial district is a paramount component of each community's quality of life. It provides a central gathering place for entertainment, civic life and commerce. It supplies a focal point for community identity and pride. It offers a sense of place, connectivity, integration and cohesion for residents. It attracts visitors and projects a healthy community image upon which commercial and industrial investors rely in part to make their location decisions. It provides small business ownership opportunities, jobs, retail sales and property tax revenues.

Benefits of Certification

Certification as a *California Main Street Community* provides national and statewide visibility to local Main Street programs that fully utilize Main Street's four-point approach and eight guiding principles and that continue to evolve organizationally to meet new challenges. *Certified California Main Street Communities* become members of the California Main Street network and receive access to services designed exclusively for certified communities. Benefits include: network meetings, trainings and conferences; proposal writing and grant funding when secured by the State program for specific revitalization projects; grant seeking assistance; in-depth research projects to find the answers you need to succeed; scholarships to state and national events; awards to honor the best and the brightest; California Celebrations, an annual tourism calendar of special events in California with Main Street events specifically designated; reference library of books, manuals and reports available on loan; audio-visual lending library, a collection of slide shows and video available on loan; trade show booth loaned for marketing local programs; program activities calendar listing network-related activities and events; e-mail networking; and a members only web site filled with local, state and national Main Street information. On-site consultation is also available at discounted network member rates.

Application Requirements

California Main Street's application requirements are designed to identify communities that will work effectively to revitalize their downtown and/or neighborhood commercial district. A desire to provide the greatest social, community and economic returns consistent with long-standing Main Street "guiding principles" and practices guide California Main Street's policies and criteria.

On behalf of its downtown or neighborhood commercial district, any California community may apply to the California Trade and Commerce Agency to receive designation as a *Certified California Main Street Community*. A local government collaborates with a community organization such as a downtown business association, revitalization organization, chamber of commerce, or 501(c)(3) non-profit corporation to jointly complete the application process and submit an application fee.

ALL APPLICATIONS SHALL INCLUDE THE FOLLOWING:

1. **Cover letter** (2 page maximum) from applicant.
2. **Three letters of recommendation**—one from the city manager and two from community organizations describing applicant's capacity to lead the Main Street organization for this community. If the applicant is an existing organization instead of a newly created Main Street organization (i.e., chamber of commerce or downtown association), one letter must be from said organization and address how the Main Street program will be organized to operate independently within the parent organization.
3. **Application Identification Sheet** including commitment of funding submitted by local city government or county for non-incorporated areas. (**See Attachment 1**)
4. **Copy of graduation certificate** from California Main Street Training Institute's *Roadmap to Revitalization*. *Roadmap* will be held on October 3-6, 2000, at the Waterfront Plaza Hotel in Oakland. At least two members from each community, one Board/applicant member and one city/government representative shall participate in the training.
5. **Check made out to California Main Street for \$500** to help defray the costs associated with the On-Site Review.
6. **Five (5) copies of a *Main Street Board Member Manual***, which should be organized by the 'four-points' of the Main Street approach and submitted in binders. Please indicate if any required information is missing and provide an explanation. The purpose of the *Manual* is to provide your Board members with a document that will serve as a reference guide to the Main Street program. The information contained in the *Manual* should provide any Main Street Board Member with detailed information to assist them in making informed decisions regarding your program.

CONTENTS OF MAIN STREET BOARD MEMBER MANUAL

	<u>Pages</u>	<u>Pts</u>
Title Page	1	
Acknowledgments Page	1	
Economically Distressed Community (optional)	2-3	10
One goal of the program is to address downtown commercial revitalization needs in rural and urban communities that are economically distressed throughout California. Describe why receiving the Main Street designation will positively affect areas that suffer economic distress, such as: high unemployment and underemployment; low income, persistent and concentrated poverty, or negative economic changes due to restructuring or relocation of industry or closure of military installations.		
Organization		40
History of area	2	
Reason for seeking certification as a <i>California Main Street Community</i>	1	
Legal status of organization and capacity to lead the local Main Street program, including a description of any existing BID/PBID and how a diversified Main Street Board will be incorporated into the existing organizational structure.	2-3	
List of board members (actual or proposed) & brief profiles of each (2-3 sentences each)	actual	
Boardmember roles and responsibilities	1	
List of 4-Point committee members and volunteers	actual	
Executive Director job description (and resume if already hired)	actual	
Vision statement and mission statement	1	
Copy of full work plan (if available) or proposed activities for first year	actual	
Current or proposed budget for the Main Street program including an explanation of how BID/PBID fees can be targeted toward Main Street programs	actual	
Summary of income and expenses for past 3 years (if available)	actual	
Copy of bylaws of organization or operating rules	actual	
Copy of Internal Revenue Service letter granting non-profit status (if available)	actual	
Design	actual	20
Map of proposed "Main Street district" with the following marked: historic buildings, public spaces, first floor commercial space, second floor uses, district anchors, location and dates of recent façade renovations; location and cost of construction and public improvement projects in the district and source of funds for the past three years. List total number of businesses and total number of commercial buildings in district.		
Promotion	actual	15
Twelve-month calendar of promotional activities (proposed or actual)		
Copies of past three newsletters (if available)		
Downtown merchant directory (if available)		
Economic Restructuring	actual	25
Map with competitive commercial area outlined (prefer 1 mile radius, not greater than 5)		
Summary of trade area (Main Street district) demographics (ethnic composition, unemployment rate, median household income, median home price)		
Table of sales tax revenues (past 3 years)		
Table of ten largest employers in the district with approximate number of employees		
Table of types of businesses in the district by SIC codes (3-digit and 5-digit)		

The Review Process

The first step in the Review Process is to determine if all six application submittal requirements have been met. If any of the required elements are missing, the application will not be accepted. Once the application has been accepted, the *Board Member Manual* will be reviewed and scored by a Certification Review Panel. The *Manual* will be scored based on the points listed on page 3 under "Contents of Board Member Manual". The Certification Review Panel will consist of California Main Street staff and other statewide and national leaders in the historic preservation and economic development fields. The *Manual* will be evaluated on how well it meets the first six of the ten-certification criteria established by the National Main Street Center. The first six criteria must be met by the time of application; the remaining four-certification criteria shall be met by the date of certification or a date thereafter agreed upon by the parties. Please review the attached "Ten Certification Criteria and Eight Guiding Principles" thoroughly. This document provides basic information about what a Main Street program is and what it does. (See **Attachment 2**)

While a complete *Manual* increases your likelihood of becoming a *Certified California Main Street Community*, submission of an incomplete *Manual* will not eliminate your application from consideration. However, prior to certification being granted, all missing material shall be provided. For example, we understand that not everyone will have a completed work plan at the time of application, or will have hired an Executive Director. We welcome the opportunity to provide guidance and technical assistance on these and other issues.

After completion of the *Board Member Manual* review, applicants with the necessary six criteria completed will be scheduled for an On-Site Application Review Visit. This visit will provide California Main Street the opportunity to confirm its understanding of the district, the applicant and the challenges facing your community. It will also provide your Board and community the opportunity to ask questions of State program staff and gain a better understanding of the Main Street program.

Timelines

July 28, 2000	Application Released on Internet Website
October 3-6, 2000	Attend <i>Roadmap to Revitalization</i> in Oakland
January 31, 2001	Applications Due for 2000-2001 Cycle II
March-April 2001	On-site Certification Reviews
May-June 2001	Technical Assistance Provided to Applicants
June 30, 2001	California Main Street Awards Designation Status
July-Sept. 2001	City adopts a resolution to accept Main Street designation

If you have any questions regarding the application please call or email:
Ellen Fishman at (916) 327-3113 **efishman@commerce.ca.gov**

This application is available from our website at:
<http://commerce.ca.gov/mainstreet>